

# I PRO-351

Combating Underage Drinking and Driving



**Drinking and driving accidents are the #1 cause of death among teenagers. -Texas A&M Study**

# Scope of Problem



75% of seniors in high school  
have consumed alcohol



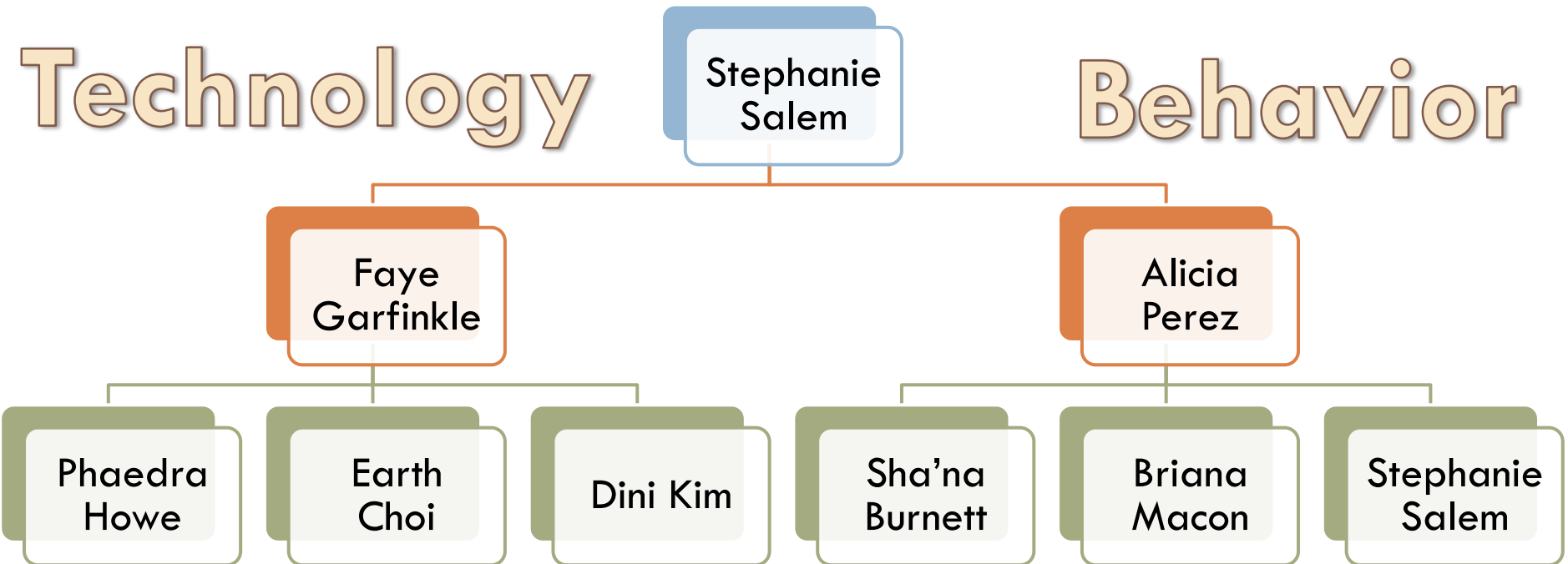
60% of juniors and seniors say  
they have ridden with a drunk  
teen



48% of teens who drank in the  
past year were said to be  
'nondrinkers' by their parents

# Our Team

- GOAL: Combat underage drinking and driving through parent/child relationship



# Background

## Market

Involuntary

Voluntary

Workplace  
Enforced

D.U.I.  
Offenders

Parents/  
Children

Concerned  
Drivers

**\$215.2 Mil**  
(2009)



**\$27.9 Mil**  
(2005)

-Daily Herald

# Background



David Malham, Victims Grief Counselor

Solution **MUST** be technological

# Current Preventions of Problem

Zero  
tolerance  
laws

School  
education  
programs

Parent  
relationship

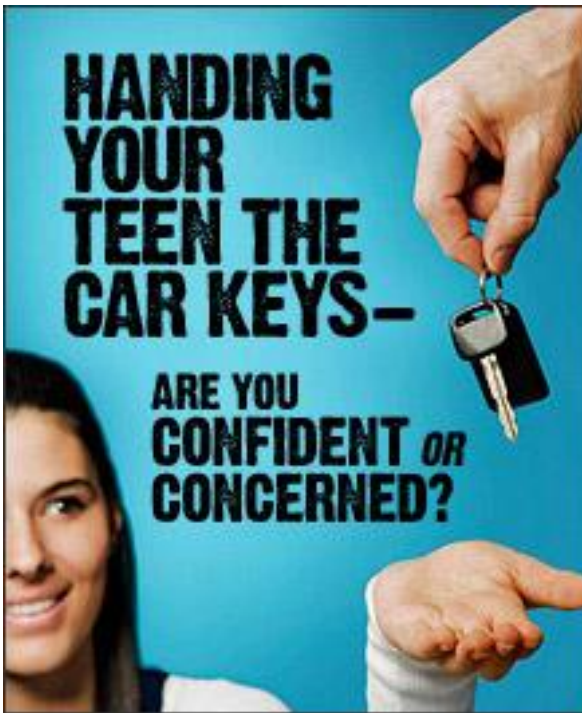
**ZERO**  
**TOLERANCE**  
THINK. DON'T DRINK.

**D.A.R.E.**<sup>®</sup>



# Target Market

## PARENTS OF TEENAGE DRIVERS



Control access to car

Establish an agreement/contract

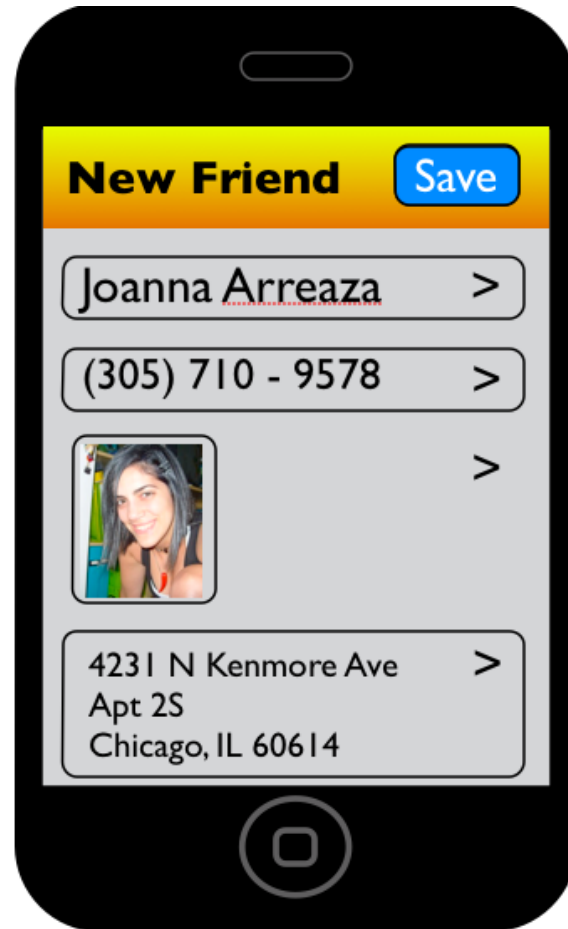


# “Clue Me In” Application

## Parental Informant

Increases communication between child and parent.

Child inputs the who/where/when information into informant database.



# Research

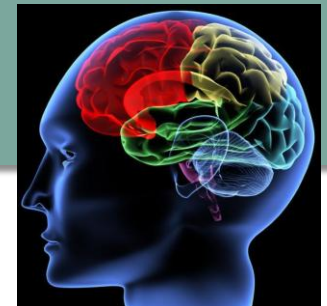
Existing technologies



Indirect measurements



Key impairments



# “3-N-Out” Application

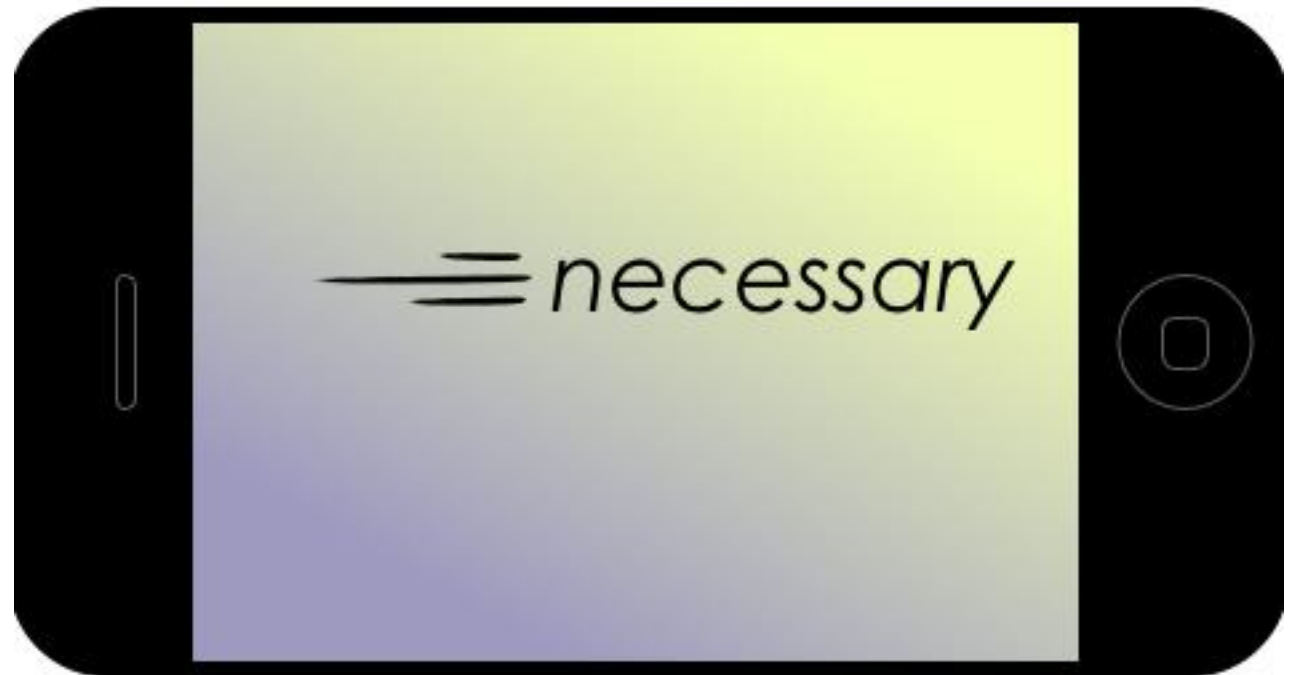
## First Test

### Word Marquee

Tests vision and memory.

The user types word that scrolls across screen.

The entry is compared to return with a pass or fail.



# “3-N-Out” Application

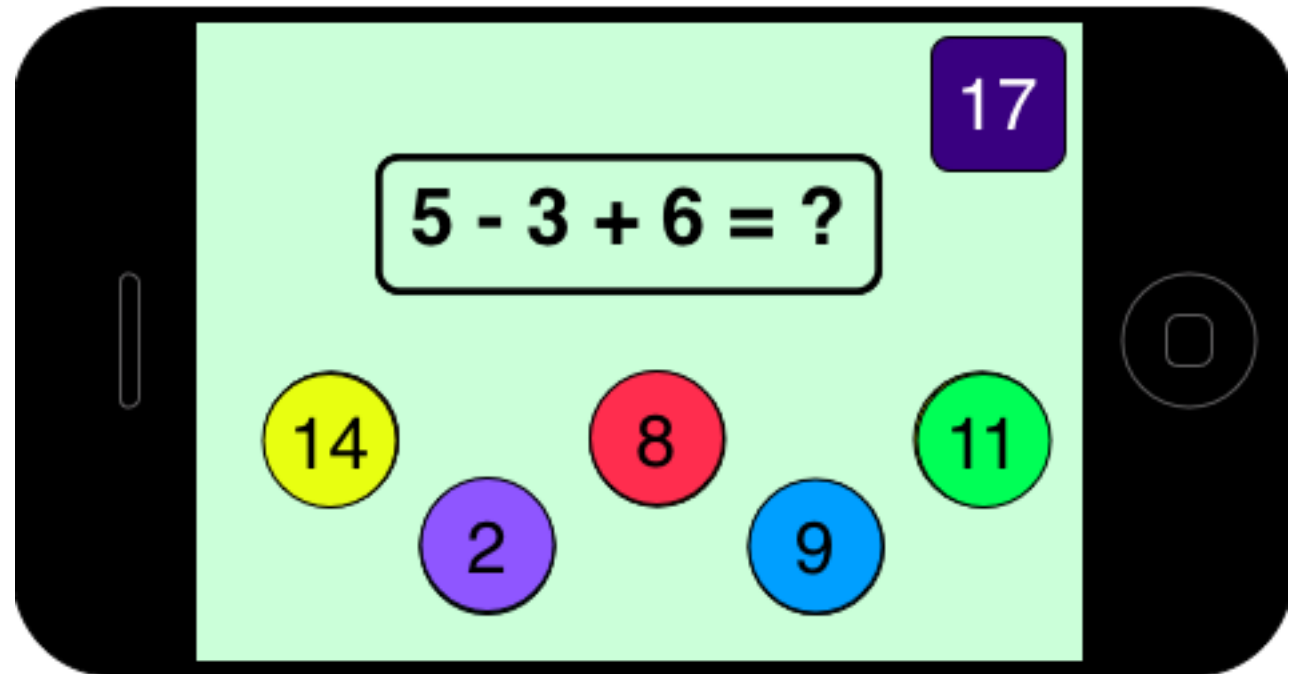
## Second Test

### Math Challenge

Tests cognitive functioning

Compares math challenge results with correct answers.

Measures the time taken by user to respond to questions as well.



# “3-N-Out” Application

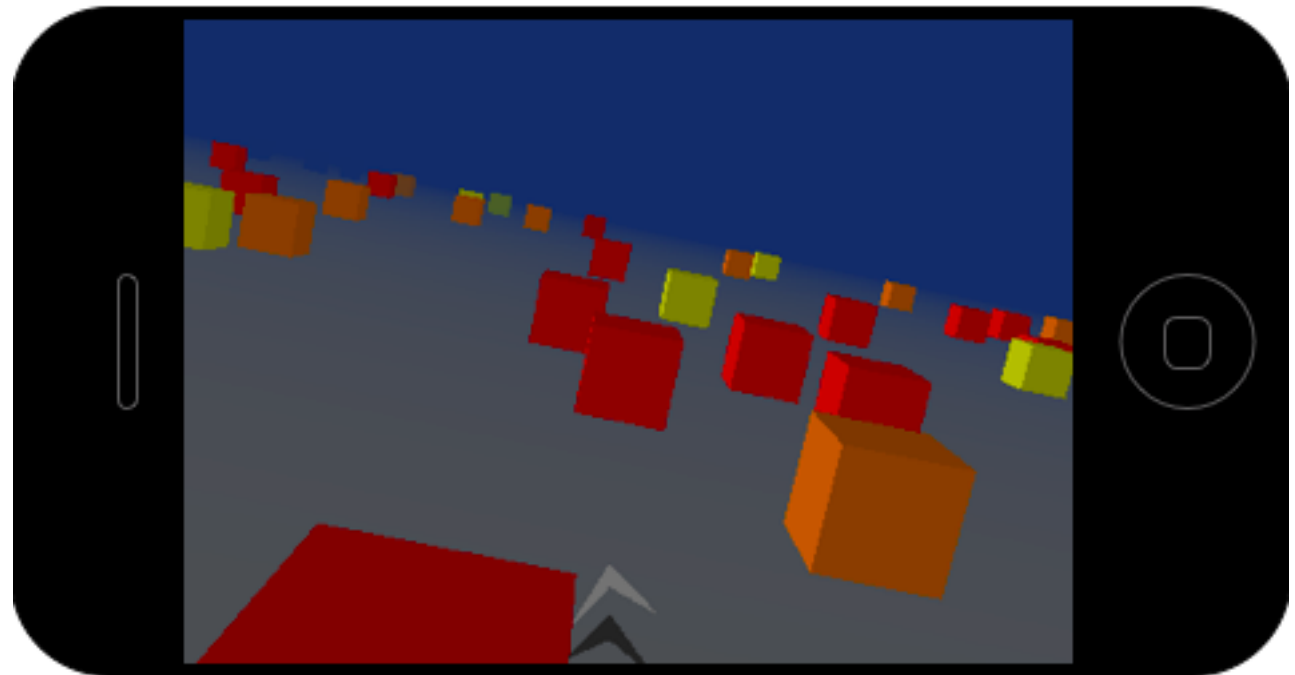
## Third Test

### Obstacle

Tests dexterity and reaction time

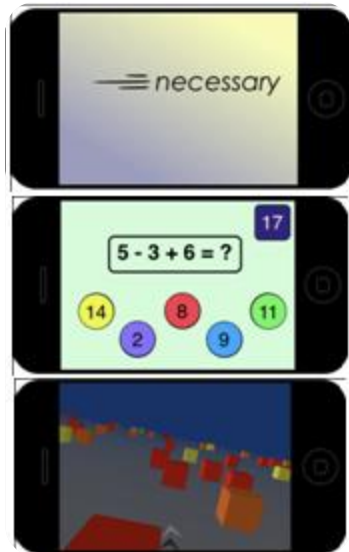
The user navigates virtual obstacles.

This test requires balance and reflexes.



# Business Model: Impairment Apps

3 App tests



Interface

Failed tests  
informs parents



Connect2Car prevents  
child driving



# Competitive Advantage

○ = Advantage

● = Neutral

● = Disadvantage

	Breathalyzer	Transdermal	Infrared	Cell Phone Apps
Low Cost	●	●	●	○
Intrusive	●	●	○	○
Indirect Measurement	●	●	●	○
Ease of Adoption	●	●	●	●

# Key Benefits

Parent: Peace  
of Mind

Less Intrusive

Ease of  
Adoption

Reinforces  
Parent/Child  
Relationship

Measures  
Impairment

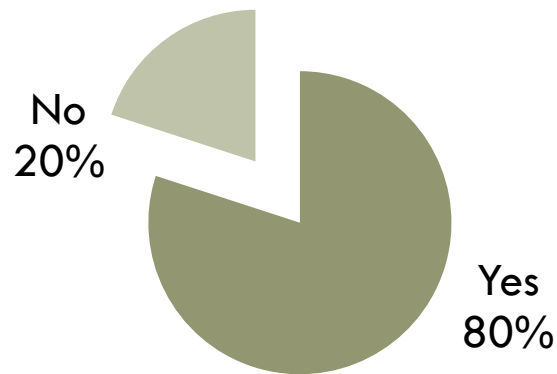
Low Cost

Broader  
Market

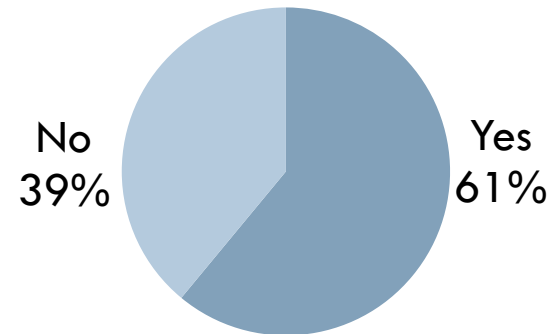


# Validation of Customer Interest

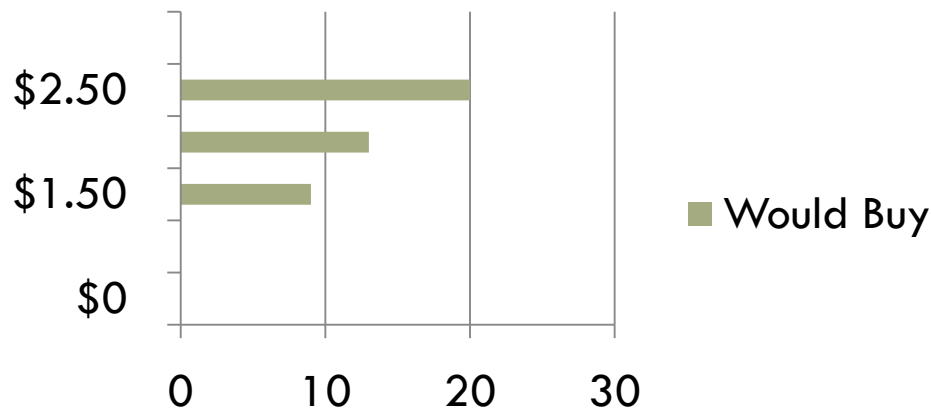
## Parents Who Would Buy “Clue Me In” Application



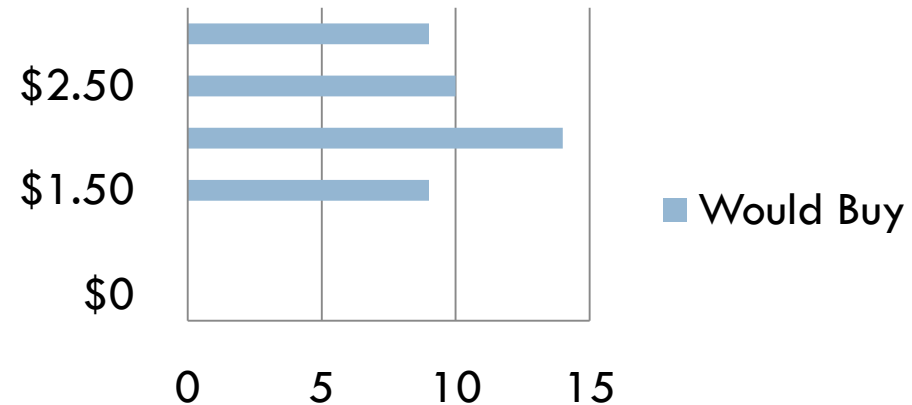
## Parents Who Would Buy “3-N-Out” Application



## Price at Which Parents Would Buy Parent Informant Application



## Price at Which Parents Would Buy Application



# Break Even Analysis

	<b>“Clue Me In” Application</b>	<b>“3-N-Out” Application</b>
Cost to Develop	\$5,000	\$10,000
Price of Application	\$1.99	\$4.99
Break Even (units)	3,589	2,863

# Go-to-Market Strategy: “Clue Me In”

## Distribution

- iTunes App Store

## Keyword Optimization

- Keywords/phrases to target

## Monetization

- One-time fee of \$1.99

## Marketing

- ‘Freemium’ strategy

# Our Accomplishments This Semester

Researched the voluntary market

Spoke with professionals in the field

Researched current solutions and devices

Key impairment research

Came up with creative solution to problem

Conducted surveys and focus group

Contact with IIT KnappLab

iPhone App research

# Proposed Next Steps For Fall 2010



Validity of Testing Methods

App Development

Intellectual Property

Surveys and Focus Groups

Pricing and Marketing

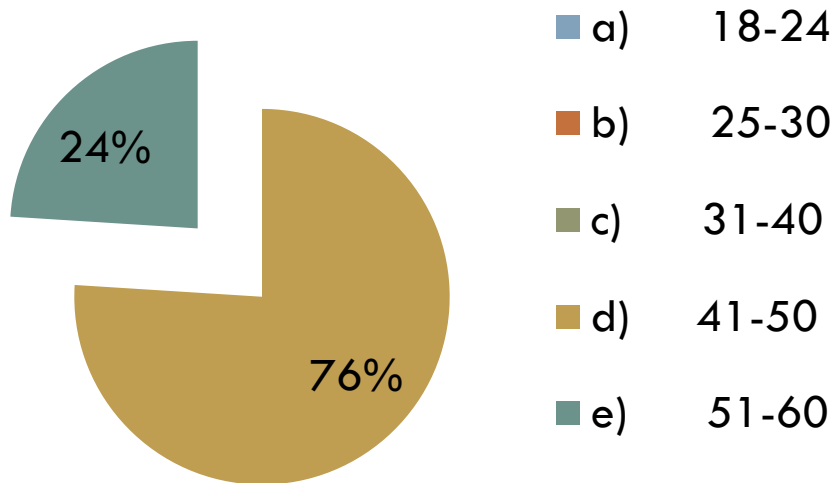


Questions?

# Survey Demographics

## Pontiac Northern High School: Pontiac, MI

### Age Category (Parents)



### Race Diversity

